What is claimed is:

1. A liquid crystal display comprising:

pixels equipped with a liquid crystal cell and a switch element, which are arranged at positions where scan lines and data lines intersect,

a data line drive circuit for supplying from said data line and said switch element to said liquid crystal cell a write signal corresponding with image data,

a control circuit for inverting a polarity of said write signal after every plurality of scan lines, and

a scan line drive circuit which supplies a drive signal to said scan lines and switches said switch elements ON and OFF, so that in the scan lines where the polarity of said write signal is inverted, then following the elapsing of a predetermined time after said data drive circuit starts the supply to said data line of a write signal of an opposite polarity to the polarity of the voltage of said data lines, said drive signal is supplied, and in the following scan lines to which is supplied a write signal of the same polarity as said scan line, said drive signal is supplied for the same time as the time that said drive signal is supplied to the scan lines where the polarity of the write signal is inverted.

2. A liquid crystal display device according to claim 1, wherein said scan line drive circuit adjusts a period for which said drive signal is supplied, in accordance with an output enable signal for controlling whether or not to supply said drive signal to said scan line.

3. A liquid crystal display device comprising:

pixels equipped with a liquid crystal cell and a switch element, which are arranged at positions where scan lines and data lines intersect,

a data line drive circuit for supplying from said data line and said switch element to said liquid crystal cell a write signal corresponding with image data,

a control circuit for inverting a polarity of said write signal after every plurality of scan lines, and

a scan line drive circuit which supplies a drive signal to said scan lines and switches said switch elements ON and OFF, so that of the plurality of scan lines to which is supplied a write signal of the same polarity, in the following scan lines other than those scan lines where the polarity of said write signal is inverted, said drive signal is supplied for a period of time that is shorter, by a predetermined amount of time, than the time for which said drive signal is supplied to the scan lines where the polarity of said write signal is inverted.

4. A liquid crystal display device according to claim 3, wherein said scan line drive circuit adjusts a period for which said drive signal is supplied, in accordance with an output enable signal for controlling whether or not to supply said drive signal to said scan line.

5. A liquid crystal display device comprising:

pixels equipped with a liquid crystal cell and a switch element, which are arranged at positions where scan lines and data lines intersect,

a data line drive circuit for supplying from said data line and said switch element to said liquid crystal cell a write signal corresponding with image data,

a control circuit for inverting a polarity of said write signal after every plurality of scan lines, and

a scan line drive circuit for supplying a drive signal to said scan lines and

switching said switch elements ON and OFF,

wherein said scan line drive circuit and said data line drive circuit, in the scan lines where the polarity of said write signal is inverted, supply said drive signal and said write signal for a period of time that is longer than one horizontal period by a fixed amount of time that is determined within the range of an invalid period where said image data is not supplied, and in the following scan lines to which is supplied a write signal of the same polarity as said scan line, supply said drive signal and said write signal for a period of time shorter than one horizontal period by said fixed amount of time.

6. A liquid crystal display device according to claim 5, wherein said scan line drive circuit adjusts a period for which said drive signal is supplied, in accordance with an output enable signal for controlling whether or not to supply said drive signal to said scan line.